



USAID
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USAID awards four-year contract to promote competitiveness in Bolivia

USAID/Bolivia has awarded a four-year contract, totaling up to \$20 million, for a phase-two program entitled “Bolivian Trade and Business Competitiveness” (BTBC). The program will promote competitiveness in Bolivia through support to companies with export potential and through institutional strengthening of public/private sector trade capacity.

Chemonics Inc. was selected to implement the program, in support of USAID’s objective to increase income for Bolivia’s poor, one of USAID/Bolivia’s five strategic objectives.

In this second phase of BTBC, USAID and the Government of Bolivia will address several priority initiatives, including direct support to exporting companies; creation of regional Competitiveness Promotion Hubs in the main cities of El Alto, Cochabamba and Santa Cruz; training programs for Bolivian trade negotiators; and support to Bolivian Offices responsible for competitiveness and trade negotiations.

New activities will be built upon accomplishments made during the first phase of the project under BTBC I. Bolivian non-traditional exports grew significantly, including 41% in 2004 and produced more jobs. At least half of this figure is directly attributable to BTBC beneficiary companies as well as successful business training initiatives for micro and small entrepreneurs. These entrepreneurs will benefit further from the competitiveness promotion hubs, to be implemented under BTBC II.

USAID’s new award is part of the Mission’s ongoing cooperation with Bolivia, which amounts to approximately \$100 million per year. Along with the economic opportunities program, USAID’s additional objectives include improving the health of Bolivians; managing forest, water and biodiversity resources; promoting licit economic growth in coca-growing and associated areas; and increasing confidence in democratic institutions and processes.